

## California and Western Medicine

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## EDITORIALS\*

### DEPARTMENT OF PUBLIC RELATIONS OF THE CALIFORNIA MEDICAL ASSOCIATION

*A Department of Public Relations.*—At this year's annual session of the California Medical Association at San Francisco, the House of Delegates, at its meeting of April 30, 1931, instructed the Council to take steps to create a "Department of Public Relations." The chairman of the Council appointed a special committee, consisting of Doctors Lyell C. Kinney of San Diego, Joseph M. King of Los Angeles, and Karl L. Schauff of San Francisco, to make a report thereon to the Council.<sup>†</sup> The report of that committee was submitted at the Council meeting, held at Pasadena on September 26.

The minutes of the September Council meeting cannot be printed until approved by the Council at its next meeting, which will be in January. In the meantime, it is in order to state that the special committee's report as adopted provided that "An Advisory Committee of Public Relations be established, composed of the chairmen of the component committees or commissions (Standing Committees on: Public Policy and Leg-

\* Editorials on subjects of scientific and clinical interest, contributed by members of the California Medical Association, are printed in the Medicine Today column which follows.

† See Item 17 of the Council Minutes of May 23, 1931, published in this issue of California and Western Medicine, page 389.

islation; Medical Economics; Hospitals and Clinics; Health and Instruction; and the Cancer Commission), with the president, secretary, and general counsel of the California Medical Association ex-officio." It was further voted that an effort be made to secure the services of a competent colleague, either from California or some other state, who would be the executive secretary of the department, and who would also act as director of the Department of Public Relations.

It was further voted "that the work and responsibilities of the present standing committees or commission shall be in no way curtailed, but that their grouping into the department shall be considered to be for the purpose of increasing their activity and efficiency."

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*An Organization Meeting Will Be Held in the Near Future.*—It was also voted that the members of the Committee on Public Relations should be called together at an early day for the purpose of organization and of development of the work of this department.

As soon as this is done, further information will be given members of the California Medical Association through a Public Relations Department column in the official journal, which column will probably find a place in the California Medical Association department of CALIFORNIA AND WESTERN MEDICINE. Members of the Association who have suggestions to offer in these matters should write to the central office of the California Medical Association, in care of the Association Secretary. A Department of Public Relations can only become a real success when it has the generous and whole-hearted coöperation of members of the California Medical Association from all portions of California. All members are invited to participate in the activities of this new department, and suggestions will be cordially welcomed.

### ANNUAL SESSION AND PRIZE ESSAY PAPERS—1932 SESSION AT PASADENA

*Annual Session of California Medical Association in 1932 Will Be Held at Pasadena, May 2-5.*—At the meeting of the Council of the California Medical Association, held in Pasadena on September 26, last, it was voted to hold next year's annual session at the Hotel Huntington, Pasadena, on Monday to Thursday, May 2-5, inclusive. This will be the first annual session to be held in Pasadena. The California Medical Association headquarters will be the Hotel Huntington, which has long been known as one of the great hotels of California and to which tourists from the East return year after year.

When the Council considered the date of next year's meeting—in particular relation to the American Medical Association meeting at New Orleans, which will be held on May 9-13, 1932—it was first voted to have the California Medical Association hold its meeting in the second week